## **WEWS**

ON YOUR SIDE

## Flight Dates 09/25/12-10/01/12

Order Sep 00:20:00

Product Estimate # 1781

OFA Sked C Week 9.25-10.1.12 Alt Order # Contract / Revision 311219

Billing Type Cash Original Date / Revision Agency Com 15%

> 09/14/12 09/21/12 Order Type **GENERAL Billing Contact**

Billing Cycle EOM/EOC Advertiser Obama / Democrat / Preside

> 1010 Wisconsin Avenue - Suite #80 Billing Calendar BROADCAST

Washington, DC 20007

Demographic A35+ Agency **GMMB Inc** 

**Rev Codes** POL POL CAND **Buying Contact** 

Sales Office EWSDC Product Codes PL

Sales Region NAT Priority P-1 1010 Wisconsin Avenue - Suite #80

Agency Ref 2 Advertiser Ref Washington, DC 20007

Primary Account Executive

**Daniel Baylog** 

Account Executive Order% Start Date **End Date** 

Daniel Baylog 100%

Order Share 100% Market Value 52315

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

**Order Totals Billing Plan** 

Rating Start Date End Date Month # of Spots Net Amount Gross Amount **Net Amount Gross Amount** # Spots September 2012 44 \$42,721.00 \$50,260.00 0.00 08/27/12 09/30/12 44 \$42,721.00 \$50,260.00 October 2012 \$1,746.75 \$2,055.00 0.00 10/01/12 10/01/12 6 \$1.746.75 \$2.055.00 6

50 \$44,467.75 \$52,315.00 0.00 Totals

											Tota	als_
Ln Ch	Start	End	Inventory Code	Break	Start/End T	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WEWS 0	9/25/12	10/01/12	M-F GMC 5-6a	CM	5-6a	MTWTF	:30	1	\$400.00 P-2	0.00 NM	1	\$400.00
			M-F GMC 5-6a									
Start [	Date E	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24	/12	09/30/12	- TWTF	1	\$400.00	0.00						
Week: 10/01	/12 1	10/07/12		0	\$0.00	0.00						
E 2 WEWS 0	9/25/12	10/01/12		CM	6-7a	МГWГF	:30	2	\$200.00 P-3	0.00 NM	1	\$200.00





<u>Contract / Revision</u> 311219 <u>Flight Dates</u> 09/25/12-10/01/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 09/14/12/ 09/21/12 <u>Order Sep</u> 00:20:00

Advertiser Obama / Democrat / Preside Product OFA Sked C Week 9.25-10.1 Estimate # 1781

										Tot	als_
Ln Ch Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
		M-F GMC 6-7a M-F GMC 6-7a									
Start Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 09/24/12	09/30/12	- ТWГF	1	\$200.00	0.00						
Week: 10/01/12 E 3 WEWS 09/25/12	10/07/12	M-F GMA 7-9a	CM	\$0.00 7-9a	0.00 - TWTF	:30	6	\$210.00 P-3	0.00 NM	7	\$1,470.00
E 3 WEWS 09/23/12	2 10/01/12	M-F GMA 7-9a	Civi	7-9a	- 1 W11'	.30	0	φ210.00 P-3	U.UU INIVI	,	\$1,470.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	- TWTF M	6	\$210.00	0.00						
Week: 10/01/12 E 4 WEWS 09/29/12	10/07/12		CM	\$210.00 8-9a	0.00	:30	1	\$775.00 P-1	0.00 NM	1	\$775.00
L 4 WLW3 09/29/12	2 09/29/12	SA GMA 8-9a	Civi	0-3a	5	.50	'	ψ113.001-1	0.00 14101	'	Ψ113.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	S-	1	\$775.00	0.00						
E 5 WEWS 09/25/12	2 09/28/12	M-F 9-10a M-F 9-10a	СМ	9-10a	- TWTF	:30	3	\$175.00 P-3	0.00 NM	3	\$525.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	- TWTF	3	\$175.00	0.00 MTWTF	-20		\$200.00 D.2	0.00 NIM	_	Φ4 <b>5</b> 00 00
E 6 WEWS 09/25/12	2 10/01/12	M-F 10-11a M-F 10-11a	СМ	10-11a	WII WI F	:30	5	\$300.00 P-3	0.00 NM	5	\$1,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	- ТWГF	4	\$300.00	0.00						
Week: 10/01/12	10/07/12	M	1	\$300.00	0.00	-20		£4 200 00 D 0	0.00 NIM	_	<b>#2.000.00</b>
E 7 WEWS 09/25/12	2 10/01/12	M-F 11-12p M-F 11-12p	СМ	11a-12p	МГЖГБ	:30	3	\$1,300.00 P-2	0.00 NM	3	\$3,900.00
Start Date	End Date	Weekdays - TWTF	Spots/Week	Rate	Rating						
Week: 09/24/12 Week: 10/01/12	09/30/12 10/07/12	- 1 W1 F	3	\$1,300.00 \$0.00	0.00 0.00						
E 8 WEWS 09/25/12		M-F 12-1230pm N 12-1230p News		12-1p	- TWTF	:30	3	\$800.00 P-2	0.00 NM	3	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	- ТWГF	3	\$800.00	0.00						
E 9 WEWS 09/25/12	2 10/01/12	M-F 1-2p M-F 1-2p	СМ	1-2p	МГЖТБ	:30	3	\$550.00 P-2	0.00 NM	3	\$1,650.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	- ТWГF м	2	\$550.00	0.00						
Week: 10/01/12 E 10 WEWS 09/25/12	10/07/12	M M-F 2-3p	CM	\$550.00 2-3p	0.00 МГWГF	:30	3	\$700.00 P-2	0.00 NM	2	\$1,400.00
L 10 WEWO 03/23/12	2 10/01/12	2-3pm General H		2	WII WII	.50	3	ψ100.001 2	0.00 14101		Ψ1,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	- TWГF	2	\$700.00	0.00						
Week: 10/01/12 E 11 WEWS 09/25/12	10/07/12	M-F 3-4P Katie	CM	\$0.00 3-4p	0.00 МГWГF	:30	4	\$225.00 P-3	0.00 NM	4	\$900.00
L 11 WEWS 09/23/12	2 10/01/12	M-F 3-4p Katie	Civi	3-4p	IVII VV I I	.50	7	Ψ223.001 -3	0.00 14101	7	ψ900.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	- TWTF M	3	\$225.00	0.00						
Week: 10/01/12 E 12 WEWS 09/25/12	10/07/12		1 CM	\$225.00 4-5p	0.00 МГWГF	:30	4	\$370.00 P-3	0.00 NM	4	\$1,270.00
L 12 VVLVV3 U3/25/12	£ 10/01/12	M-F 4-5p Dr. Oz	Civi	<del>-1</del> -0h	IVII WIIF	.30	4	φ310.00 Γ-3	U.UU INIVI	4	φι,∠ <i>1</i> U.UU
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12 Week: 10/01/12	09/30/12	- TWTF M	3	\$300.00 \$370.00	0.00 0.00						
VVECK. 10/01/12	10/07/12	IAI	1	φ310.00	0.00						

Print Date: 09/24/12

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Contract / Revision 311219 Flight Dates 09/25/12-10/01/12 **Hiatus Dates** 

Original Date / Revision 09/14/12/ 09/21/12 Order Sep 00:20:00

Advertiser Obama / Democrat / Preside Product OFA Sked C Week 9.25-10.1 Estimate # 1781

In Ch. Stort End	Inventory Code - Proc	Ctort/End T	ima Dava	lan Cna	to Doto Dri	Dta Tuno	Tot	
Ln Ch Start End E 13 WEWS 09/25/12 10/01/12	•	k Start/End T 5-6p	ime Days  MTWTF	Len Spo	ts Rate Pri 1 \$325.00 P-3	0.00 NM	Spois 1	Amount \$325.00
E 13 WEWS 09/23/12 10/01/12	M-F 5-6p News	3 <b>-</b> 6þ	MII WI F	.30	1 \$323.00 F-3	U.UU INIVI	'	φ323.00
Start Date End Date	Weekdays Spots/Wee	c Rate	Rating					
Week: 09/24/12 09/30/12	TUTE	1 \$325.00	0.00					
Week: 10/01/12 10/07/12		0 \$0.00	0.00					
E 14 WEWS 09/25/12 09/28/12	·	6-630p	- TWTF	:30	1 \$1,300.00 P-2	0.00 NM	1	\$1,300.00
Start Data Fred Data	M-F 6-630p News	, Doto	Doting					
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 <u>09/30/12</u>	Weekdays Spots/Weel	<u>Rate</u> 1 \$1,300.00	Rating 0.00					
E 15 WEWS 09/25/12 09/30/12		7-730p	- ТWГF	:30	2 \$500.00 P-3	0.00 NM	2	\$600.00
	7-730p The List				_ ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		_	***************************************
Start Date End Date	Weekdays Spots/Wee	<u>Rate</u>	Rating					
Week: 09/24/12 09/30/12		2 \$500.00	0.00					
		art/End Time		<u>/eekdays</u> TWThF		Rtg Type 0.00 NM		
3 /EWS 09/24/12-09/30/12 N	•	'30p			***************************************			
4 /EWS 09/24/12-09/30/12 N	<u>'</u>	'30p		ГWГhF		0.00 NM		
E 16 WEWS 09/25/12 10/01/12		730-8p	- TWTF	:30	2 \$400.00 P-3	0.00 NM	3	\$1,200.00
Start Data Fred Data	730-8p Let's Ask America	, Doto	Doting					
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 <u>09/30/12</u>	Weekdays Spots/Weel	<u>Rate</u> 2 \$400.00	Rating 0.00					
Week: 10/01/12 10/07/12		1 \$400.00	0.00					
E 19 WEWS 09/25/12 09/30/12	M-SU 11-1135P Late Ne  M	11-1135p	- TWTF- S	:30	1 \$700.00 P-3	0.00 NM	1	\$700.00
	M-SU 11-1135P Late New							
Start Date End Date	Weekdays Spots/Wee		Rating					
Week: 09/24/12 09/30/12		1 \$700.00	0.00		4	0.00 NIM		<b>#</b> E 000 00
E 20 WEWS 09/30/12 09/30/12	Sunday Prime C CM Sunday Prime C	9-10p	S	:30	1 \$5,000.00 P-2	0.00 NM	1	\$5,000.00
Start Date End Date	Weekdays Spots/Wee		Rating					
Week: 09/24/12 09/30/12		1 \$5,000.00	0.00		1	0.00.1114		40.000.00
N21 WEWS 09/25/12 10/01/12	Tuesday Prime Special CM Tuesday Prime Special	DWISSPP	art II - T	:30	1 \$3,800.00 P-3	0.00 NM	1	\$3,800.00
Start Date End Date	Weekdays Spots/Wee	_	Rating					
Week: 09/24/12 09/30/12 Week: 10/01/12 10/07/12		1 \$3,800.00 5 \$0.00	0.00 0.00					
N22 WEWS 09/25/12 10/01/12		10-11p	- T	:30	1 \$6,000.00 P-2	0.00 NM	1	\$6,000.00
1122 112113 30/23/12 10/01/12	Tuesday Prime C	10 116	•	.00	. φο,οοο.οο . 2	0.00 14141		ψο,σσσ.σσ
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating					
Week: 09/24/12 09/30/12		1 \$6,000.00	0.00					
Week: 10/01/12 10/07/12		0 \$0.00	0.00					
N23 WEWS 09/25/12 10/01/12	Thursday Prime C CM Thursday Prime C	10-11p	T	:30	1 \$5,000.00 P-2	0.00 NM	1	\$5,000.00
Start Date End Date	Weekdays Spots/Wee		Rating					
Week: 09/24/12 09/30/12		1 \$5,000.00	0.00					
Week: 10/01/12 10/07/12		0 \$0.00	0.00 T	:30	1\$12,000,00 B.C	0.00 NM		¢12 000 00
N24 WEWS 09/27/12 09/27/12	Thursday Prime B	9-10p		.30	1\$12,000.00 P-2	U.UU INIVI	1	\$12,000.00
Start Date End Date	Weekdays Spots/Wee	_	Rating					
Week: 09/24/12 09/30/12	T	1\$12,000.00	0.00			Tatala		250 045 00